Abstract of the Disclosure

A method and system of targeting an Internet messaged to an Internet client based on geographic information of the Internet client is disclosed. The present

5   invention first obtains IP addresses of Internet clients as they visit their web sites. The present invention then obtains addresses from the Internet clients and transforming the addresses to latitude/longitude coordinates for each of the Internet clients. A lookup table can thus be generated by correlating the IP addresses with the addresses and latitude/longitude coordinates. The information can be mined to resolve multiple entry

10   conflicts to extract most likely position of a particular address. When an Internet client visits a web server, the IP address is collected from the Internet client to be targeted. The location of the Internet client can then be approximated by comparing the client's IP address with the lookup table. Upon approximation, a commercial message is transmitted to the Internet client, wherein the commercial message is related to the

15   geographical location of the Internet client.